

Document ID	Title	Current OR Current And Retrieval C	Invention	F	C
L1: (4) ("5796952") or ("6138155").PV.					
L2: (2) 1 and ((clickthrough or click-through or click-thru or (click adj2 through)...))					
L3: (2) 2 and (((clickthrough or click-through or clickthru or click-thru or (click adj2 through).					
L4: (2) 3 and (((clickthrough or click-through or clickthru or click-thru or (click adj2 through.					
L5: (2) 4 and (((clickthrough or click-through or clickthru or click-thru or (click adj2 throug.					
L6: (2) 5 and (((clickthrough or click-through or clickthru or click-thru or (click adj2 thro.					
L7: (2) 6 and (((clickthrough or click-through or clickthru or click-thru or (click adj2 thro.					
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L9: (2) 8 and (((clickthrough or click-through or clickthru or click-thru or (click adj2 thro.					
L11: (2) 10 and ((clickthrough or click-through or clickthru or click-thru or (click adj2 thro.					
L12: (2) 10 and ((clickthrough or click-through or clickthru or click-thru or (click adj2 thro.					
L10: (2) 9 and (((clickthrough or click-through or clickthru or click-thru or (click adj2 thro.					
L13: (185) (((((((clickthrough or click-through or clickthru or click-thru or (click adj2 thro.					
L14: (16) (clickthrough or click-through or clickthru or click-thru or (click adj2 through) or (c.					
L15: (2235) (activity or clickthrough or click-through or clickthru or click-thru or (click adj2.					
L16: (8) (clickthrough or click-through or clickthru or click-thru or (click adj2 through) or (c.					
L17: (87) (network or web or internet or browser or browsing) adj3 (activity) adj2 (record or h.					
L18: (38) (report or record or log or history) adj5 (clickthrough or click-through or clickthru..					
L19: (34) 18 and (demographics or geographic or location or coordinate or gps or position)					
L20: (7) 19 and s1					

Doc	Search	Index	Date
1 and (clickthrough or click-through or clickthru or click-thru or (click adj2 through) or (click adj2 thru)			

UPDATE EAST WARD & MBL STREET 9-3-2004

BRS: (as or advertisement or advertising) adj5 (surfing or
Pending
Active

- L1: (4) ("5796952" or ("6138155")).PN.
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- L12: (2) 11 and (clickthrough or click-through or clickthru or click-thru or (click adj2 thro.
- L13: (2) 12 and (clickthrough or click-through or clickthru or click-thru or (click adj2 thro.
- L14: (2) 13 and (clickthrough or click-through or clickthru or click-thru or (click adj2 thro.
- L15: (2) 14 and (clickthrough or click-through or clickthru or click-thru or (click adj2 thro.
- L16: (2) 15 and (clickthrough or click-through or clickthru or click-thru or (click adj2 thro.
- L17: (2) 16 and (clickthrough or click-through or clickthru or click-thru or (click adj2 thro.
- L18: (2) 17 and (clickthrough or click-through or clickthru or click-thru or (click adj2 thro.
- L19: (2) 18 and (clickthrough or click-through or clickthru or click-thru or (click adj2 thro.
- L20: (2) 19 and (clickthrough or click-through or clickthru or click-thru or (click adj2 thro.

Document ID	Issue Date	Pages	Title	Current OR	Current Ref	Retrieval C	Intervor	S	C
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5 and (clickthrough or click-through or clickthru or click-thru or (click adj2 through) or (click adj2 thru)) and (advertisement or advertise or advertising or advertised or ad or notice or promotion or promotional) and (track or tracking or tracked) and (profile or interests or history) and (locale or remote)

6 4 17

BRS: (as or advertisement or advertising) adj5 (surfing or
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click-thru or (click adj2
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or advertising or advertised or
ad or notice or promotion or
promotional)) and (track or
tracking or tracked)) and
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history)) and (locate or remote))
and (record or history)

LI: (4) ("5796952") OR ("6138155").PN.

¹²⁰ L20: (7) 19 and si
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¹⁰⁸ L08: (2) 7 and ((((((clickthrough or click-through or clickthru or click-thru or (click adj2 thro...

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tracking or tracked)) and
(profile or interests or
history)) and (locale or remote)))
and (record or history)) and
(time or date or location or
geographic or geography or
position or coordinate or gps)

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	Document ID	Issue Date	Pages	Title	Current OR	Current Xref PathLevel C	Inventor	S	C
1	Document ID	Issue Date	Pages	Title	Current OR	Current Xref PathLevel C	Inventor	S	C

8 40 17

FILE: BRS10650001

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8 and (((((((clickthrough or click-through or clickthru or click-thru or (click adj2 through) or (click adj2 through) or (click adj2 thru)) and (advertisement or advertise or advertising or advertised or ad or notice or promotion or promotional)) and (track or tracking or tracked)) and (profile or interests or history)) and (locale or remote)) and (record or history)) and (time or date or location or geographic or geography or position or coordinate or gps)) and (id or identification or identified or identify or identifying or identity or identifier)

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FILED 10/23/05 11:00 AM
FBI - NEW YORK
SEARCHED INDEXED
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OCT 23 2005
FBI - NEW YORK

BRS: (as or advertisement or advertising) adj5 (surfing or
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9 and (((((((clickthrough or
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(time or date or location or
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and (id or identification or
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identifier)) and (url or
(resource adj2 locators))

Document ID	Issue Date	Pages	Title	Current or	Current Date	Retrieval C	Inventor	S	C
US 6138155 A	20001024	19	Method and apparatus for tracking client interaction	709/224			Davis, Owen et al.	R	C
US 5796952 A	19980818	21	Method and apparatus for tracking client interaction	709/224			Davis, Owen et al.	R	C

Active

~L2: (2) 1 and (clickthrough or clickthru or click thru or (click adj2 through))...

L4: (2) 3 and (((clickthrough or click-thru or clickthr u or ((click adj2 thru).
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L8: (2) 7 and (((((((clickthrough or clickthru or click-thru or (click adj2 thr.

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M4: (6) Click-thru rate of click-bait ads

[8] [c]'ickthrough or c'lick-thru or c'lick adj.

118: (38) (report or record on loc or history) *adjs* (activity) *adjs* (record of h...

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	P	I	Document ID	Issue Date	Pages	Title	Current OR	Current Ref	Patent #	C	Inventor	S	C
1			US 20040030598	20040212	35	Electronic coupon distribution system	705/14				Boal, Steven R.	R	R
2			US 20040025048	20040205	31	Method and system for role-based access control to	713/200	705/8			Porcari, Damian O. et al.	R	R
3			US 20030163372	20030828	129	Delivering content and advertisement	705/14				Kolsy, Mohammed H.	R	R
4			US 20020165955	20021107	19	Page-view recording with click-thru tracking	709/224	709/218			Johnson, Jeffrey V. et al.	R	R
5			US 20020143630	20021003	32	Method and apparatus for serving or delivering	705/14	345/781			Steinman, Jonas L. et al.	R	R
6			US 20020045154	20020418	34	Method and system for determining personal	434/350	434/236			Wood, E. Vincent et al.	R	R

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FILED: (06/24/05) 11:00 AM
JUL 1 2005
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☒ BRS:
☐ Pending
☒ Active

tisement or advertising) adj5 (surfing or

NAME	LAST	FIRST	MIDDLE
DOB	MM	DD	YY
ADDRESS	STREET		
CITY	STATE	ZIP	
PHONE	AREA		
TELETYPE	FAX		
EMAIL	WEB		
SIGNATURE			
PRINTED NAME			
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COMPANY			
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SIGNATURE			
PRINTED NAME			
TITLE			
COMPANY			
INDUSTRY			
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L1: (4) ("5796952") or ("6130155")).PM.
L2: (2) 1 and (clickthrough or click-through or clickthru or click-thru or (click adj2 through))..
L3: (2) 2 and ((clickthrough or click-through or clickthru or click-thru or (click adj2 through)).
L4: (2) 3 and (((clickthrough or click-through or clickthru or click-thru or (click adj2 through).
L5: (2) 4 and (((((clickthrough or click-through or clickthru or click-thru or (click adj2 thro.
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L8: (2) 7 and (((((((((clickthrough or click-through or clickthru or click-thru or (click adj2 th.
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L10: (2) 9 and (((((((clickthrough or click-through or clickthru or click-thru or (click adj2..
L13: (185) ((((((((((clickthrough or click-through or clickthru or click-thru or (click adj2 thro.
L14: (6) (clickthrough or click-through or clickthru or click-thru or (click adj2 through) or (c.
L15: (2235) (activity or clickthrough or click-through or clickthru or click-thru or (click adj2.
L16: (8) (clickthrough or click-through or clickthru or (click adj2 through) or (c.
L17: (87) (network or web or internet or browser or browsing) adj3 (activity) adj2 (record or h..
L18: (38) (report or record or log or history) adj5 (clickthrough or click-through or clickthru..
L19: (34) 18 and (demographics or geographic or location or coordinate or gps or position)
L20: (7) 19 and si

	P	I	Document ID	Issue Date	Pages	Title	Current OR	Current XRef	Ref. Level	C	Inventor	S	C
1	<input type="checkbox"/>	AI	US 20040030598	20040212	35	Electronic coupon distribution system	705/14			<input type="checkbox"/>	Boal, Steven R.	<input type="checkbox"/>	<input type="checkbox"/>
2	<input type="checkbox"/>	AI	US 20040025048	20040205	31	Method and system for role-based access control to	713/200	705/8		<input type="checkbox"/>	Porcari, Damian O. et al.	<input type="checkbox"/>	<input type="checkbox"/>
3	<input type="checkbox"/>	AI	US 20030163372	20030828	129	Delivering content and advertisement	705/14			<input type="checkbox"/>	Kolsy, Mohammed H.	<input type="checkbox"/>	<input type="checkbox"/>
4	<input type="checkbox"/>	AI	US 20030063779	20030403	59	System for visual preference determination and predictive	382/116			<input type="checkbox"/>	Wrigley, Jennifer	<input type="checkbox"/>	<input type="checkbox"/>
5	<input type="checkbox"/>	AI	US 20020165955	20021107	19	Page-view recording with click-thru tracking	709/224	709/218		<input type="checkbox"/>	Johnson, Jeffrey V. et al.	<input type="checkbox"/>	<input type="checkbox"/>
6	<input type="checkbox"/>	AI	US 20020143630	20021003	32	Method and apparatus for serving or delivering	705/14	345/781		<input type="checkbox"/>	Steinman, Jonas L. et al.	<input type="checkbox"/>	<input type="checkbox"/>
7	<input type="checkbox"/>	AI	US 20020045154	20020418	34	Method and system for determining personal	434/350	434/236		<input type="checkbox"/>	Wood, E. Vincent et al.	<input type="checkbox"/>	<input type="checkbox"/>
8	<input type="checkbox"/>	AI	US 20020042821	20020411	55	System and method for monitoring and analyzing	709/223	709/238		<input type="checkbox"/>	Muret, Paul Nicolas et al.	<input type="checkbox"/>	<input type="checkbox"/>

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LAST: (0673365 wrap:1)

☒ BRS: (as or advertisement or advertising) adj5 (surfing or

LI: 


4) ("5796952") or ("6138155")).PN.

L2: (2) 1 and (clickthrough or click-through or clickthru or click-thru or (click adj2 through)..
 L3: (2) 2 and (((clickthrough or click-through or clickthru or click-thru or (click adj2 through)..
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 L8: (2) 7 and (((clickthrough or click-through or clickthru or click-thru or (click adj2 through..
 L9: (2) 8 and (((clickthrough or click-through or clickthru or click-thru or (click adj2 through..
 L11: (0) 10 and (clickthrough or click-through or clickthru or click-thru or (click adj2 through..
 L12: (0) 10 and (clickthrough or click-through or clickthru or click-thru or (click adj2 through..
 L10: (2) 9 and (((clickthrough or click-through or clickthru or click-thru or (click adj2 through..
 L13: (185) (((clickthrough or click-through or clickthru or click-thru or (click adj2 through..
 L14: (6) (clickthrough or click-through or clickthru or click-thru or (click adj2 through) or (c..
 L15: (2235) (activity or clickthrough or click-through or clickthru or (click adj2 through) or (c..
 L16: (8) (clickthrough or click-through or clickthru or click-thru or (click adj2 through) or (c..
 L17: (87) (network or web or internet or browser or browsing) adj3 (activity) adj2 (record or h..
 L18: (38) (report or record or log or history) adj5 (clickthrough or click-through or clickthru..
 L19: (34) 18 and (demographics or geographic or location or coordinate or gps or position)
 L20: (7) 19 and si

(network or web or internet or browser or browsing) adj3 (activity) adj2 (record or history or report or log)

[illegible]

	P	I	Document ID	Issue Date	Pages	Title	Current OR	Current XRef	Ref Retrieval	C	Inventor	S	C
1	C	A1	US 20040158631	20040812	21	Apparatus and methods for monitoring and controlling	709/224				Chang, Tsung-Yen Dean et al.	N	C
2	C	A1	US 20040158630	20040812	19	Monitoring and controlling network activity in	709/224				Chang, Tsung-Yen Dean et al.	N	C
3	C	A1	US 20040139025	20040715	28	Privacy protection system and method	705/51				Coleman, Thomas E.	N	C
4	C	A1	US 20040128267	20040701	24	Method and system for data classification in the	707/1				Berger, Gideon et al.	N	C
5	C	A1	US 20040103153	20040527	18	Apparatus and method for providing smart network	709/206				Chang, Tsung-Yen Dean et al.	N	C
6	C	A1	US 20040093406	20040513	10	Method and system for predicting connections in a	709/224	709/225			Thomas, David Andrew et al.	N	C
7	C	A1	US 20040015580	20040122	20	System and method for generating and reporting	709/224				Iu, Victor et al.	N	C
8	C	A1	US 20030231203	20031218	20	Method and apparatus for using a browser to configure	345/738	345/792			Gallella, Ron M.	N	C
9	C	A1	US 20030225614	20031204	15	World wide web document distribution system with	705/14	707/200			Rodriguez, Herman et al.	N	C
10	C	A1	US 20030216631	20031120	220	Systems and methods for	700/235				Hart, Brian T. et al.	N	C

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(report or record or log or history) adj5 (clickthrough or click-through or clickthru or click-thru or (click adj2 through) or (click adj2 thru) or surfing or travel or activity) adj5 (advertisement or advertised or advertising or advertised or ad or notice or promotion or promotional)

	Document ID	Issue Date	Pages	Title	Current OR	Current Ref	Retrieval C	Inventor	S	C
1	US 20040172332	20040902	9	Method of delivery, targeting, and measuring	705/14			Merriman, Dwight Allen et al.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
2	US 20040172331	20040902	8	Method of delivery, targeting, and measuring	705/14			Merriman, Dwight Allen et al.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
3	US 20040172324	20040902	8	Method of delivery, targeting, and measuring	705/10	705/14		Merriman, Dwight Allen et al.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
4	US 20040172279	20040902	72	System and method for objectively managing complex	705/1			Carolán, David B. et al.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
5	US 20040162844	20040819	33	Driver management system and method	707/102			Thome, Randy et al.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
6	US 20040133440	20040708	54	System and method for objectively managing complex	705/1			Carolán, David B. et al.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
7	US 20040128198	20040701	36	System and method for computer network-based	705/14			Register, Linwood et al.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
8	US 20040107136	20040603	9	Interactive electronic commerce system facilitating	705/14			Nemirofsky, Frank Robert et al.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
9	US 20040086358	20040506	13	Method and system for setting up a notification	709/206	370/260; 709/204;		Boda, Peter Pal et al.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
10	US 20040054578	20040318	8	Method and system for an	705/14			Eddington, Edward Jack	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

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 L10: (2) 9 and (clickthrough or click-through or clickthru or click-thru or (click adj2 through))...
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 L14: (6) (clickthrough or click-through or clickthru or click-thru or (click adj2 through)) or (c...
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 L17: (87) (network or web or internet or browser or browsing) adj3 (activity) adj2 (record or h...
 L18: (38) (report or record or log or history) adj5 (clickthrough or click-through or clickthru...
 L19: (34) 18 and (demographics or geographic or location or coordinate or gps or position)
 L20: (7) 19 and st

18 and (demographics or
geographic or location or
coordinate or gps or position))

	P	1	Document ID	Issue Date	Pages	Title	Current OR	Current XREF	Sublevel C	Inventor	S	C
1	<input type="checkbox"/>	US	20040172332	20040902	9	Method of delivery, targeting, and measuring	705/14			Merriman, Dwight Allen et al.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
2	<input type="checkbox"/>	US	20040172331	20040902	8	Method of delivery, targeting, and measuring	705/14			Merriman, Dwight Allen et al.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
3	<input type="checkbox"/>	US	20040172324	20040902	8	Method of delivery, targeting, and measuring	705/10	705/14		Merriman, Dwight Allen et al.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
4	<input type="checkbox"/>	US	20040172279	20040902	72	System and method for objectively managing complex	705/1			Carolán, David B. et al.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
5	<input type="checkbox"/>	US	20040162844	20040819	33	Driver management system and method	707/102			Thome, Randy et al.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
6	<input type="checkbox"/>	US	20040133440	20040708	54	System and method for objectively managing complex	705/1			Carolán, David B. et al.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
7	<input type="checkbox"/>	US	20040128198	20040701	36	System and method for computer network-based	705/14			Register, Linwood et al.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
8	<input type="checkbox"/>	US	20040107136	20040603	9	Interactive electronic commerce system facilitating	705/14			Nemtofsky, Frank Robert et al.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
9	<input type="checkbox"/>	US	20040054578	20040318	8	Method and system for an incentive-based program	705/14			Edgington, Edward Jack Jr.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
10	<input type="checkbox"/>	US	20030216958	20031120	37	System for and method of	705/14			Register, Linwood et	<input checked="" type="checkbox"/>	<input type="checkbox"/>

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(696) (((clickthrough or click-through or clickthru or click-thru or (click adj2 through) or (click.
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(698261) "24" and (client or local or store or save)
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Favorites
Tagged (0)
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	Document ID	Issue Date	Pages	Title	Current OR	Current Xref	Retrieval C	Inventor	S	C
1	US 20040172332	20040902	9	Method of delivery, targeting, and measuring	705/14			Merriman, Dwight Allen et al.	<input type="checkbox"/>	<input type="checkbox"/>
2	US 20040172331	20040902	8	Method of delivery, targeting, and measuring	705/14			Merriman, Dwight Allen et al.	<input type="checkbox"/>	<input type="checkbox"/>
3	US 20040172324	20040902	8	Method of delivery, targeting, and measuring	705/10	705/14		Merriman, Dwight Allen et al.	<input type="checkbox"/>	<input type="checkbox"/>
4	US 20040172279	20040902	72	System and method for objectively managing complex	705/1			Carolán, David B. et al.	<input type="checkbox"/>	<input type="checkbox"/>
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6	US 20040133440	20040708	54	System and method for objectively managing complex	705/1			Carolán, David B. et al.	<input type="checkbox"/>	<input type="checkbox"/>
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10	US 20030216958	20031120	37	System for and method of	705/14			Register, Linwood et al.	<input type="checkbox"/>	<input type="checkbox"/>

18 and demographics or geographic or location or coordinate or gps or position)

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Page 1 of 1
151-102846.vsp11